



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION**

MAY-AUGUST 2018

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION AND LINGUISTICS

COURSE CODE: DCO203

COURSE TITLE: Introduction to Development Communication

EXAM DATE: MONDAY 6TH AUGUST 2018

TIME: 9:00AM-12:00PM

INSTRUCTIONS

- Write your **student number** on the answer booklet provided.
- Read the questions carefully before attempting.
- This exam script consists of Five **(5)** questions.
- **Section A** is **Compulsory**. Answer any **three** questions from Section B.
- *ALL PAC University's examination rules and regulations apply*

SECTION A: COMPULSORY

QUESTION 1

As a development communication specialist, you have been approached by your County government to conduct a campaign to address a problem affecting your community.

- a) Identify the problem and briefly explain how it affects development. (2 marks)
- b) Describe two techniques you will use to conduct a situational analysis. (4 marks)
- c) Give two reasons to justify the importance of conducting a situational analysis. (2 marks)
- d) With an appropriate reason, identify the target population of the development communication campaign that you will conduct. (1 mark)
- e) Give three reasons why you will segment your audience before conducting the development communication campaign. (3 marks)
- f) With an appropriate justification for each, state three stakeholders you will work with in the development communication campaign you intend to carry out. (3 marks)
- g) Explain the role of each stakeholder you have stated in Question f) above. (3 marks)
- h) With an appropriate justification for each, state three communication channels you will use in conveying your message to the target audience. (3 marks)
- i) Describe two factors that will determine your choice of communication channels. (2 marks)
- j) Based on the problem identified in Question 1 a) above, state a behaviour change objective that you intend to achieve through the development communication campaign you will conduct. (1 mark)
- k) State four factors that will help you to estimate the amount of behaviour change that will occur. (4 marks)
- l) Identify what you will use to indicate progress towards achievement of the objective stated in Question 1 d) above. (2 marks)

SECTION B: ANY THREE QUESTIONS

QUESTION 2

- a) Define the following terms:
 - i. Development. (1 mark)
 - ii. Development communication. (1 mark)
- b) Briefly describe the following paradigms of development communication:
 - i. Modernization (6 marks)
 - ii. Dependency (6 marks)
 - iii. Participation (6 marks)

QUESTION 3

- a) Using appropriate examples, describe four characteristics of good indicators to track progress in a development communication campaign. (12 marks)
- b) Give four advantages of the participatory approach to development communication. (4 marks)
- c) State four reasons why a development communication campaign may fail. (4 marks)

QUESTION 4

- a) Using appropriate examples, distinguish between the following:
 - i. Monologic and dialogic modes of development communication. (8 marks)
 - ii. Passive participation and empowered participation. (8 marks)
 - iii. Primary and secondary audiences. (4 marks)

QUESTION 5

“Development communication is multidisciplinary.” Write an essay in support of this statement. (20 marks)